

Mountain Avenue Market Board of Directors

Monthly Meeting Minutes

5:30 p.m. March 28, 2023

Board members in attendance: Asma Henry, Aisha Martinek, Regina Neenan, Jake Van Vonderen

- **Absent:** Michael Coleman, Shane Roberts, Karl Talbot
- **Quorum present? No**

Management team member(s) in attendance: Stephanie Bublitz

Guests in attendance: None

5: 47 p.m. — Approval of minutes from February meeting

- (Asma) Reviews minute topics
- (Asma) Motions to approve
- (Aisha) Seconds

5:48 p.m. — GMT / Store Report from Stephanie

- Good sales from Member sales last week
 - Nearly \$5,000 in sales Saturday
 - Member sales really drove business
 - Quarterly sales likely best for margins (as opposed to more often)
- Difficult week
 - Internet went down; unable to run cards Wednesday
 - Staff member had seizure Thursday
 - Down staff member Friday
 - Inventory this week, ~¼ of way done with hopes to be finished Thursday
- Perennial plant swap starting in ~2.5 weeks
 - Advertising:
 - Hannah created flyer
 - Email
 - Instagram(?)
- Nancy York: Pay to distribute fliers
 - Potentially distribute “Fix Your Stuff” and “Plant Swap” fliers
- Q&A from BOD and Member-Owners in attendance

5:55 p.m. — Secretary Role

- Deferred due to lack of quorum

6:04 p.m. — Committee Reports

- Leadership — Michael not in attendance; deferred majority of items in this category
 - Board Recruitment
 - GMT / Staff Review
 - BOD Self Review
 - BLD (Boring Legal Documents)
 - John (former lawyer) gave opinion that ...
 - Document is still valid; likely binding
 - May be room to push back
 - Could save own money in ESCROW savings account rather than handing to Bohemian
 - Likely not legal for them to not be inviting us to condo association meetings
 - Should find real estate lawyer for guidance
 - Michael has information on lawyers to reach out to
 - Board Handbook
 - Board Service Exemption
 - Voluntary Expense Waiver
 - Conflict of Interest
 - Diversity Statement
 - Condo Association Agreement
 - Grant Writing
- Marketing
 - Website
 - Look into links that weren't functioning
 - Regina to look into prior to next meeting
 - If fixing isn't an option, Aisha to look into cost comparisons; has built many websites.
 - WebFlow — probably not
 - Squarespace — likely to recommend, \$35/month
 - Asma, Aisha, Regina like this idea
 - (Aisha) Can also consider eCommerce, partnership from NoCo Nosh for virtual farmers market
 - Possibly Wix, Shopify
 - Guide for staff/user manual/style guide for how to update website
 - Regina volunteered
 - Digital Content Creation
 - Aisha looking for direction re: values, how we as co-op perceive ourselves
 - Stephanie: 7 Co-operative Principles, policies on website, bylaws, global ends with core values co-op was founded on
 - Try to lessen waste, example as opposed to zero waste (less waste) shopping; not greenwashing

- (Aisha) Who is posting? What are they comfortable with? How to collaborate?
 - (Asma) Body care, spices
 - (Aisha) See that we have Instagram ...
 - (Stephanie) Facebook.
 - (Aisha) Would like to meet with staff members.
 - (Stephanie) Marketing meeting. Samuel would be good first contact. Highlight products, co-op values.
 - (Regina) Cross-promote with brands sold currently.
 - (Asma) Seven principles; low waste (bulk).
 - Examples of vendors to share content from, interview, video: Thomas Ivory, Jr. Fauzi Silbak (Shak-Shouka). Friendly Nick's. Can come up with other ideas of people with great brands.
- Trolly — Karl not in attendance; deferred
- Lolo Gifts — Karl not in attendance; deferred
- New Buildings / Coupons
 - (Asma) Board members could go ...
 - (Aisha) Coupons might not be a good idea.
 - (Stephanie) Could have crafty staff member create a list.
 - (Regina) Should probably mention:
 - Co-op isn't members only
 - Snap benefits accepted
 - Local items available
 - Limit one per customer
 - (Asma) To call building managers at Oak 140 and The Remington.
 - (Aisha) I like the idea of doing a free item with a minimum purchase.
 - (Asma) Percentage off.
 - (Aisha) \$5 off a purchase of \$20!
 - (Regina) Could pass them out at events, too.
 - (Stephanie) Write what they are on back to know where people received them.
- Downtown Partnerships
 - (Stephanie) Ten Thousand Villages on email. Need to protect Old Town.
 - (Jake) Corporate yoga studios in town. Look at other [big] business' practices.
 - (Asma) Something we can do to as a small business?
 - (Aisha) Being more engaged with downtown community. Participate in events organized by Downtown Fort Collins.
 - (Stephanie) Art Walk to sponsor local artists.
 - Hold on this for now.
- Advertising
 - (Stephanie) Magnets with co-op info + measuring conversions for local Airbnbs.
 - (Aisha) Survey shoppers: Visitors or locals? Understand customer base.

- (Regina) Recommendations from hospitality/concierges at local hotels?
 - (Aisha) Visitor guides, blogs. Content creation on new site.
 - (Asma) Body care.
 - Outreach
 - Events
 - Earth Day
 - Regina to (hu)man booth; Asma to join.
 - John Anderson to sell worm poop.
 - Jake sent email
 - Fix Your Stuff
 - Spring Fling
 - April Newsletter
 - Earth Day booth
 - See above
 - Fix Your Stuff
 - (Asma) Looking for jewelry repair person.
 - Double Bucks? — Karl not in attendance; deferred
 - Need Karl to report on double bucks at next meeting
 - (Asma) [Assigned self to learn more about Double Bucks]
 - Spring Fling? — Michael not in attendance; deferred
 - Other ideas
 - Member Engagement
 - Restart “field trip” idea? — Michael not in attendance; deferred

7:29 p.m. — Old Business / New Business

- Michael not in attendance; deferred

7:30 p.m. — Adjourn

- (Asma) I motion to adjourn.
- (Regina) Seconds.